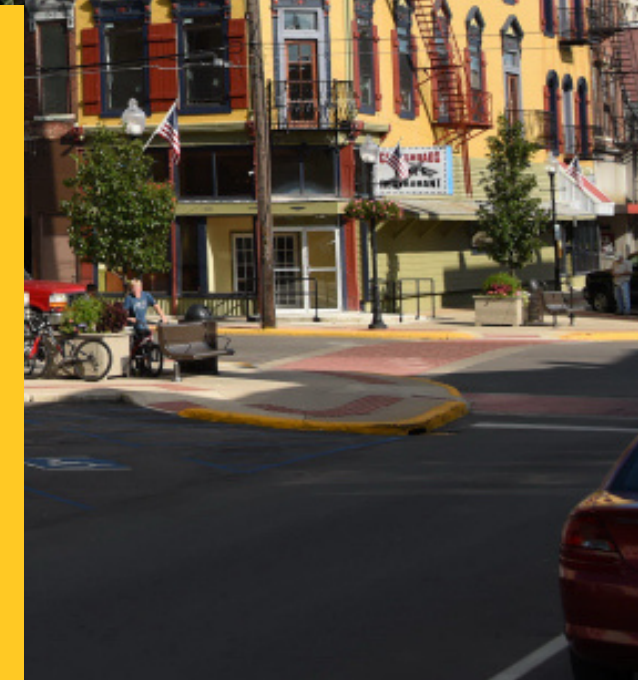
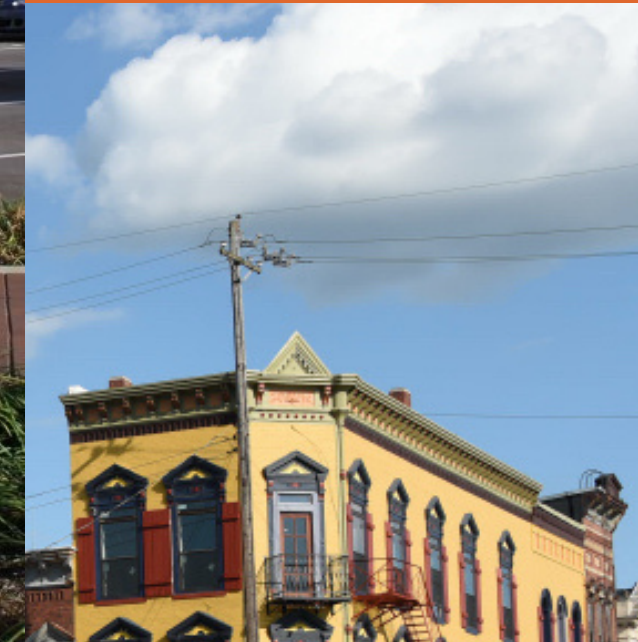


# Preserv**ING** Main Street



**Andrea Kern**  
Director of Strategic Initiatives





# Objective

- Create a foundation and framework for a sustainable historic preservation ethic
- Rehabilitate and preserve historic buildings
- Build capacity to support local Indiana Main Street organization and small businesses
- Ensure a comprehensive downtown revitalization model is developed and able to be replicated
- Supply programmatic model and purpose for local collaboration



# Program Overview

- After the pilot community is selected, the Main Street organization will sign an MOU with OCRA.
- \$2 million in CDBG funds will be used for transformational façade and building improvements over the two years.
  - Building owners will work with an architect to submit renderings following an OCRA determined application process. OCRA and Indiana Landmarks will partner to score and award applications.
- The Main Street organization along with the community foundation and LUG will be responsible for raising a 10% match (\$200,000) for the project, which could include a mix of private and local funds. The total match must be raised before the end of the 2-year pilot.
  - Of that 10%:
    - 50% will be put in a permanent endowment/revolving loan fund for downtown projects.
    - 50% will be supplied to the Main Street organization for long-term sustainability. For example, this could be used for two years of funding a staff position and thus elevating an IAMS community to a NAMS within that two years.
- Indiana Landmarks will work with the Main Street organization and the building/business owners to provide training and conditions assessments for preservation projects in downtown.

# Program Overview

- Local Unit of Government along with Indiana Landmarks and OCRA Program Director will assist in using the Indiana state enabling law and model ordinance to develop and adopt a local preservation ordinance, formation of a preservation commission, and designation of a downtown local historic district within the first 18 months. New commission members will be required to attend CAMP training.
- Main Street organization will also implement two humanities-based programs and activities using a \$20,000 Indiana Humanities Grant distributed in two tranches.
  - An "immediate impact" project before March 2022.
  - Full activation of projects and activities focused on humanities and historic preservation and rooted in their plan.
- Main Street organization will also attend trainings provided by Indiana Humanities throughout the pilot.



## Preservation

Multiple transformational preservation projects in the historic commercial district. Large-scale investment in the historic buildings primes the community for new private investment.



## Community Preservation Ethic

Community has a greater understanding and appreciation of the economic benefits of investing in historic preservation.

# Anticipated Outcomes



## Increased Main Street Capacity

Increased capacity of local Main Street organization through National Main Street training, broad-based community collaboration, strengthened relationship with building/business owners, large-scale fundraising campaign





# Anticipated Outcomes



## Telling the whole story

A partnership with Indiana Humanities is essential to stretching historic preservation to become more interpretive, interdisciplinary, and participatory. By bridging historic preservation and the public humanities the results will be more holistic and a downtown that the whole community can take pride in.



## Sustainability

Local unit of government establishes a historic preservation commission and designates downtown as a local historic district with community-guided design guidelines to protect program investments in preservation projects and ensure future capital projects support and align with the community's preservation ethic.



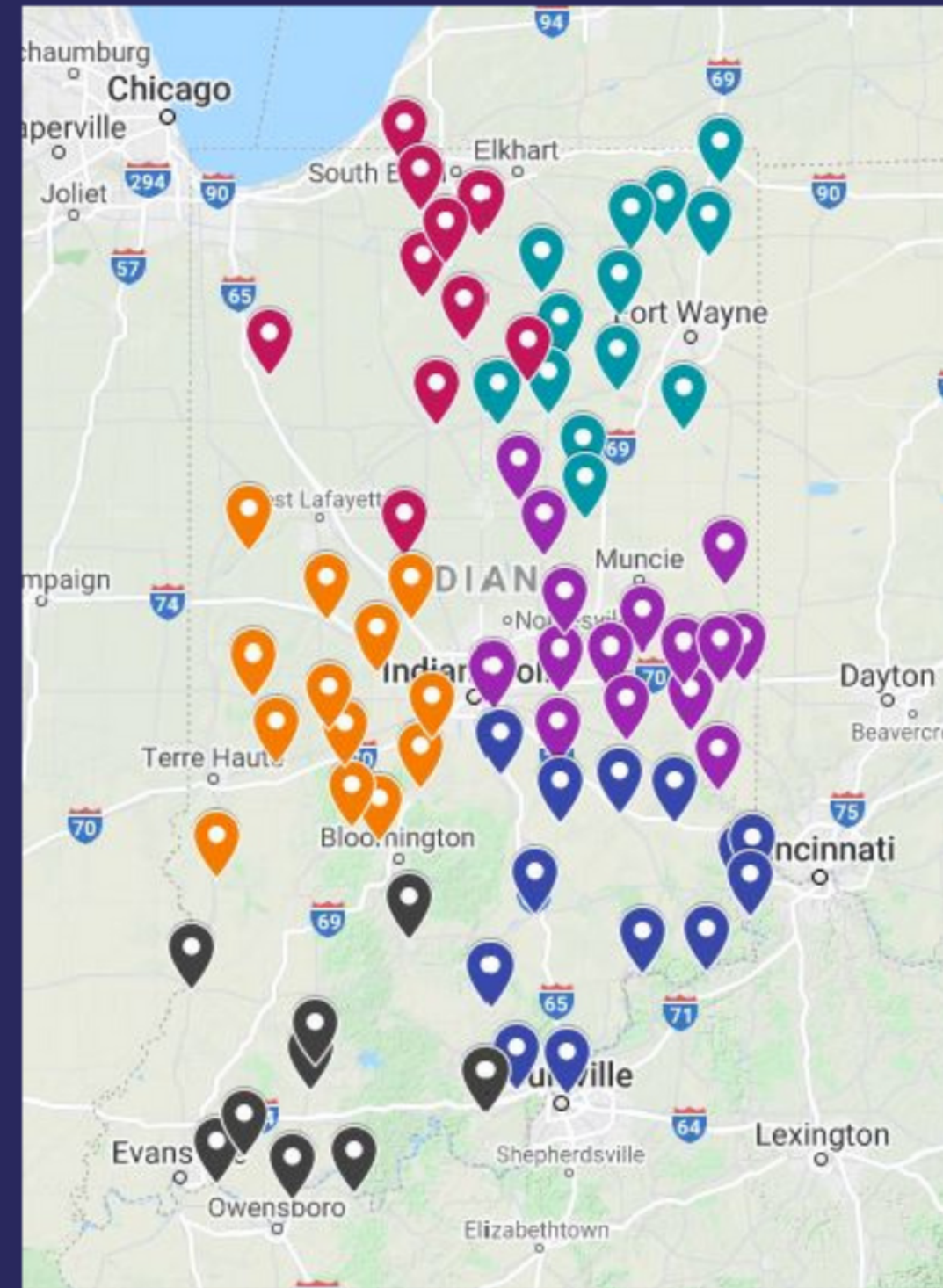
## Sustainability

Community-funded endowment/revolving loan fund established to add long-term sustainability for investments and improvements in downtown.



# Eligible Communities

- ✓ Must have an already listed National Register downtown historic district
- ✓ Must be in a non-entitlement community
- ✓ Main Street organization, in good standing with OCRA
  - Required partners:
    - Local Unit of Government (LUG)
    - IMS organization
    - Local community foundation
    - Business / building owners



71 Eligible Communities

# Application Process



1

Open for Letters of  
Interest



2

Select 3 Finalist  
communities



3

Each Finalist  
Receives a Site Visit



4

Pilot Community is  
Selected



5

Kick-off Celebration



# Application Timeline

May 7

10-11 am Live "office hours" for communities to ask questions. Register here:  
[bit.ly/OCRAOfficeHours](https://bit.ly/OCRAOfficeHours)

June 18

Applications due through GMS by 4:00 pm E.T.

July 2

Finalist Communities notified.

July 15  
19 & 23

Finalist Site Visits. All applicants should hold these dates.

July 30

Pilot Community Announced.

August 11

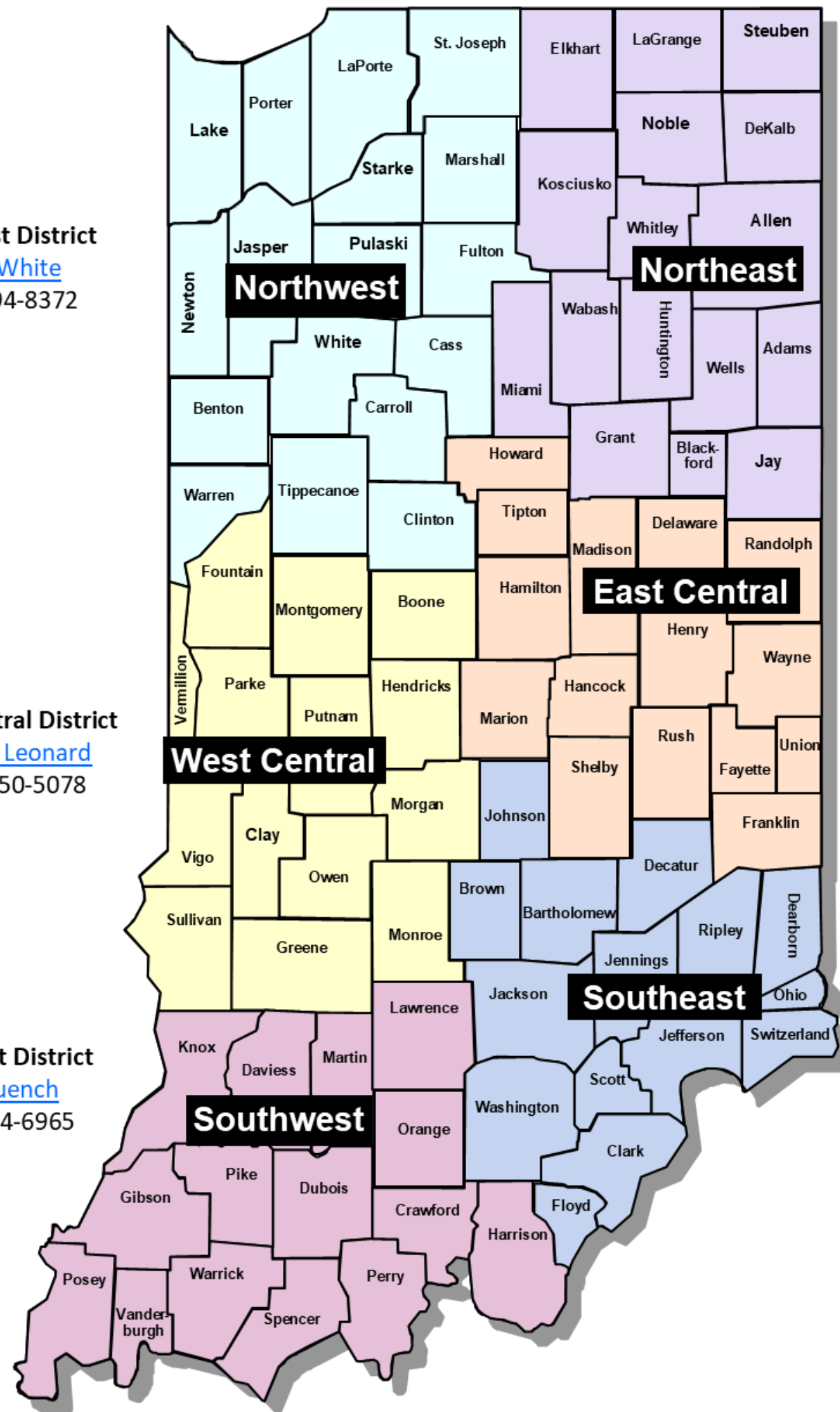
Kick-Off Celebration.



# Questions?

Applicants are encouraged to initially contact their respective Community Liaison to discuss the project; or you may connect with the OCRA Program Director (Andrea Kern) to discuss project eligibility and competitiveness.

[akern1@ocra.in.gov](mailto:akern1@ocra.in.gov) or (317) 607-4821



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